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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No. 09/870377

Filed: May 30, 2001

Inventors: NICK J PUDAR

Title: VEHICLE RADIO SYSTEM WITH CUSTOMIZED ADVERTISING

**POWER OF ATTORNEY AND
DESIGNATION OF CORRESPONDENCE ADDRESS**

As an agent of General Motors Corporation, General Motors of Canada Limited, General Motors Japan Ltd., General Motors Strasbourg S.A., and Saturn Corporation, one or more of whom is the assignee of this patent application, I hereby appoint the following attorney employed by General Motors Corporation to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

ANTHONY LUKE SIMON (Reg. No. 34434)

Address all communications to:

ANTHONY LUKE SIMON
General Motors Corporation
Legal Staff
Mail Code 482-C23-B21
P.O. Box 300
Detroit, MI 48265-3000

Telephone: 313/665-4714

I am authorized to make the above appointment. The assignee's ownership of this patent application is established by the attached assignment documentation, the attached documentation is a true copy of the original documentation, and the original or a true copy of the attached documentation has been or is concurrently being submitted to the Patent and Trademark Office for recording.

By: Name: Charles E. Leahy AgentDate: August 17, 2001

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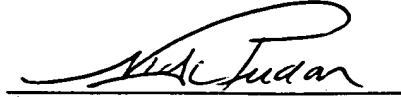
ASSIGNMENT

Pursuant to an agreement with my employer, I formally assign to GENERAL MOTORS CORPORATION, the entire right, title and interest, in all countries, in the improvements set forth in the United States patent application GP-300259 entitled

VEHICLE RADIO SYSTEM WITH CUSTOMIZED ADVERTISING

for which I executed a declaration dated as indicated below. If the patent application has been filed, I authorize attorney ANTHONY LUKE SIMON to insert the application number and filing date of said application here in parentheses (09/870377 filed 30-MAY-01) when known.

Inventor's signature


Date 6-14-01

Full name:

NICK J PUDAR

Declaration dated :

Residence:

FARMINGTON HILLS, MI

6-14-01

On this 14 day of June, 2001, before me personally appeared NICK J PUDAR, known to me to be the person who executed the foregoing instrument, and acknowledged that he/she executed the same.



Notary Public

My commission expires 3-17-05County of Authorization: Wayne

(SEAL.)

SHANTA R. WARD
NOTARY PUBLIC WAYNE CO., MI
MY COMMISSION EXPIRES Mar 17, 2005

DO NOT RECORD**DO NOT DETACH FROM
POWER OF ATTORNEY**

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